

The background of the entire page is a light teal color with a faint, semi-transparent image of a computer keyboard and two pens. One pen is a blue ballpoint pen, and the other is a silver and blue ballpoint pen. The keyboard keys are visible, including letters like 'A', 'S', 'D', 'F', 'G', 'H', 'J', 'K', 'L', 'M', 'N', 'B', 'V', 'C', 'X', 'Z', and symbols like '#', '\$', '%', '&'.

insider

# SUBSCRIPTION

*Cheat Sheet:*

*Customer Service: Inside Hire Vs.  
Outsourced Resource Decision Grid*

---

## CHEATSHEET

# Customer Service: Inside Hire Vs. Outsourced Resource Decision Grid

When you're ready to implement customer service activities, you'll have to decide whether to hire direct employees or to leverage an outsourced support vendor.

Companies just starting out often leverage a virtual receptionist to make sure the phones get answered. As they grow, they may outsource all aspects of customer service while others may choose to keep all activities in-house. There are benefits to each.

The following "Inside versus Outsourced" decision grid compares and contrasts the key strengths and weaknesses of both options. Ultimately it depends on your priorities, as either of the following may be right for your organization.

Directions: In each row, put a check next to the "Best Bet" column next to the column with the description that fits your need. This should highlight where you need to focus and the direction you should go!

# CHEATSHEET

## Customer Service: Inside Hire Vs. Outsourced Resource Decision Grid

Inside Hire	Best Bet?	Feature	Best Bet?	Outsourced Customer Service
Assuming you're in the same location, you can provide timely advice or collaborate on new issues.	X	Control		While you'll be able to provide feedback based on call monitoring, you'll have little day-to-day interaction with the team.
Like you, a single hire can't work 24/7, but you can get coverage when you need it most. Also, by hiring part-time staff, you could cover awkward times or fill in the gaps when you're unavailable.		Coverage	X	Depending on what you're willing to pay, coverage is one of the greatest strengths of outsourcing, with 24/7 options and response times guaranteed.
While inside hires generally cost more, the difference may be negligible compared to the control and competency level you get.		Cost		Comparing apples-to-apples, an outsourced solution will nearly always be less expensive than an inside hiring strategy. An added benefit is the ability to ramp-up and reduce costs as your needs grow or contract.
You have greater leeway to question your own team member and to encourage them to expand on an opinion.	X	Insights		Because insights will be filtered through a liaison, it's likely that you will receive less of them.
Inside hires provide better qualitative information.		Metrics	X	Because they have the funds for sophisticated tracking systems, you can receive myriad reports on response times, issue resolution, etc. with an outsourced center.
Employees are only responsible for your business.	X	Competency		While outsourced professionals are very good at fielding calls, it takes them longer to understand your products, particularly if they include complex topics or significant technical aspects. Call centers often have high turnover, which impedes deep product knowledge.